

East Coast **TRADE SYMPOSIUM** **2016**



2016 EAST COAST
TRADE SYMPOSIUM

“TRADE’S IMPACT ON AMERICAN HEALTH, SAFETY,
AND ECONOMIC PROSPERITY”

DECEMBER 1-2, 2016
HYATT REGENCY CRYSTAL CITY



U.S. Customs and
Border Protection



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SCHEDULE

NOVEMBER 30, 2016



NOV. 30, 2016

5:00 PM – 7:00 PM

- **PRE-REGISTRATION**
INDEPENDENCE FOYER

DEC. 1, 2016

7:00 AM – 11:00 AM

- **REGISTRATION**
INDEPENDENCE FOYER

9:00 AM – 3:00 AM

- **EXHIBITS**
REGENCY FOYER

8:00 AM – 8:05 AM

- **WELCOME**
REGENCY BALLROOM

- **Maria Luisa Boyce**
Senior Advisor for Private Sector and Trade Engagement, Office of Trade Relations OTR, U.S. Customs and Border Protection (CBP)

8:05 AM – 8:20 AM

- **OPENING REMARKS**
REGENCY BALLROOM

- **R. Gil Kerlikowske**,
Commissioner, CBP

8:20 AM – 9:40 AM

- **A NORTH AMERICAN LEADERSHIP PERSPECTIVE**
REGENCY BALLROOM

Recently, President Enrique Peña Nieto, Prime Minister Justin Trudeau and President Barack Obama met at the North American Leaders Summit in Ottawa, ON. The meeting was an opportunity to reaffirm their desire to beef up economic integration across North America and by working together, North America can be the most competitive Region in the world. Hear from the North America Customs leaders their perspective on how this integration can become a reality.

- » **Moderator:**
• **Alan Bersin**

Assistant Secretary for International Affairs and Chief Diplomatic Officer, Office of Policy, DHS

» **Panelists:**

- **R. Gil Kerlikowske**,
Commissioner, CBP
- **Ricardo Treviño Chap**,
Administrador General de Aduanas
- **Tina Namiesniowski**,
Executive Vice President,
Canada Border Services Agency

9:40 AM – 9:55 AM

- **BREAK/BOOTH AND EXHIBITS**
REGENCY FOYER

9:55 AM – 11:15 AM

- **THE COMPLEXITIES OF A SAFE AND SECURE SUPPLY CHAIN**
REGENCY BALLROOM

It's an important business practice to enhance, improve, and maintain the security of your supply chain. During this panel, CBP and Trade will discuss the complexities of the supply chain and share how you can continue to strengthen the compliance and integrity of international trade.

» **Moderator:**

- **Bradd Skinner**,
Assistant Director (Trade), Laredo Field Office, Office of Field Operations, CBP

» **Panelists:**

- **Bernice J. Conley**,
Director, Los Angeles C-TPAT Field Office, CBP
- **Mario R. Palacios**,
Global Director, Import and Export Policy, Intel Corporation
- **Norman T. Schenk**,
Vice President, Global Customs Policy & Public Affairs, United Parcel Service
- **Troy Riley**,
Executive Director, Commercial Targeting & Enforcement, Office of Trade, CBP

11:15 AM – 11:30 AM

- **BREAK/BOOTH AND EXHIBITS**
REGENCY FOYER

11:30 AM – 12:15 PM

- **WORKING LUNCH**
INDEPENDENCE CENTER

12:15 PM – 1:00 PM

- **CBP TRADE TOWN HALL**
REGENCY BALLROOM

- **ACCOMPLISHMENTS AND TRADE PRIORITIES**

» **Moderator:**

- **Valarie Neuhaert**,
Deputy Director,
Office of Trade Relations, CBP

» **Panelists:**

- **Brenda Smith**,
Executive Assistant Commissioner,
Office of Trade, CBP
- **Maria Luisa Boyce**,
Senior Advisor for Private Sector and Trade Engagement, OTR, CBP
- **Phil Landfried**,
Assistant Commissioner, Office of Information and Technology, CBP
- **Todd Owen**,
Executive Assistant Commissioner, Office of Field Operations, CBP

1:00 PM – 1:15 PM

- **BREAK/BOOTH AND EXHIBITS**
REGENCY FOYER

1:15 PM – 2:30 PM

- **OUTLOOK ON INTERNATIONAL TRADE AND ITS DYNAMICS**
REGENCY BALLROOM

This panel will focus on the sum of the long-term challenges for trade enforcement and facilitation as well as opportunities to undertake and overcome these challenges. In looking ahead five years, this panel aims to highlight these challenges and how institutions are positioning themselves in response.

Moderator:

- **Tiffany Melvin**,
President, North American Strategy for Competitiveness



U.S. Customs and Border Protection

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DECEMBER 1, 2016



» Panelists:

- **Cynthia Whittenburg**,
Deputy Executive Assistant
Commissioner, Office of Trade, CBP
- **Eric Miller**,
President, Rideau Potomac Strategy
Group
- **Kevin Willis**,
Director, Global Trade Services, Amazon
- **Michael Young**,
Vice President Process and Systems,
Orient Overseas Container Line

2:30 PM - 2:45 PM

► BREAK/EXHIBITS REGENCY FOYER

2:45 PM - 4:00 PM

► INTERNATIONAL OUTLOOK ON THE SUPPLY CHAIN PROCESS REGENCY BALLROOM

This panel will focus on how America's trade partners are positioning themselves to react on an ever-shifting trade environment. In looking ahead, this panel aims to discuss upcoming challenges to both government and the Trade.

» Moderator:

- **Ian Saunders**,
Deputy Assistant Commissioner,
Office of International Affairs, CBP

» Panelists:

- **Jose Miguel Masiques Jordi**,
Border Member, Spanish Custom Brokers
Association
- **Linda Geddes**,
First Assistant Secretary, Traveller,
Customs and Industry Policy Division,
Department of Immigration and Border
Protection, Australia
- **Victor Gamas Otro**,
Vice President, Latin American Custom
Brokers Association

4:00 PM-4:15 PM

► BREAK/ EXHIBITS REGENCY FOYER

4:15 PM-5:00 PM

► WCO: COMPLIANCE AND FACILITATION A WCO PERSPECTIVE REGENCY BALLROOM

In this session you will hear first-hand from the World Customs Organization (WCO) and an industry rep about the ongoing efforts happening at the WCO and the impact that this will have in the supply chain.

» Moderator:

- **Mark Koumans**,
Assistant Commissioner, Office of
International Affairs, CBP

» Panelists:

- **Ana Hinojosa**,
Director, Compliance and Facilitation
Directorate, World Customs Organization
- **Marianne Rowden**,
President and CEO, American Association
of Exporters and Importers

DEC. 2, 2016

7:00 AM - 11:00 AM

► REGISTRATION INDEPENDENCE FOYER

► New! NORTH AMERICAN SUMMIT

8:00 AM - 9:00 AM

► A ROADMAP TO STRENGTHENING NORTH AMERICAN COMPETITIVENESS REGENCY BALLROOM

As Canada, Mexico, and the United States advance their respective Single Windows, the 3 countries have committed to align their approaches in order to streamline processes and requirements to the greatest extent possible to foster fair and competitive trade in North America.

» Moderator:

- **Mark Koumans**,
Assistant Commissioner,
Office of International Affairs, CBP

» Panelists:

- **Cynthia Whittenburg**,
Deputy Executive Assistant
Commissioner, Office of Trade, CBP
- **Jose Martin Garcia**,
Representative, Ministry of Finance,
Taxation and Customs Affairs, Embassy
of Mexico
- **Megan Imrie**,
Director General, Commercial Program,
Canada Border Service Agency
- **Seth M. M. Stodder**,
Assistant Secretary for Border,
Immigration and Trade Policy Office of
Policy, DHS

9:00 AM - 10:10 AM

► A NORTH AMERICAN BROKERS PERSPECTIVE REGENCY BALLROOM

Customs Brokers in North America approximately file over 90 percent of the filings of imports to their respective countries. Hear from their perspective how they view the future of North American trade and the areas that they are focusing on for the next five years.

» Moderator:

- **Madeleine Veigel**, Director Customs,
The Americas, Expeditors International

» Panelists:

- **Geoffrey Powell**,
President, National Customs Brokers
and Freight Forwarders Association of
America
- **Jose Antonio Vidales Flores**,
President, Confederacion de Asociaciones
de Agentes Aduanales de la Republica
Mexicana (CAAAREM)
- **Kim Campbell**,
Immediate Past Chair of the Canadian
Society of Customs Brokers



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10:10 AM – 11:15 AM

► ACHIEVING A SECURE AND SAFE NORTH AMERICAN COORDINATED BORDER REGENCY BALLROOM

Discuss the perspective for achieving harmonization between North American government agencies.

» Moderator:

- **Christa Brzozowski,**
Deputy Assistant Secretary, Trade and Transport Policy, DHS

» Panelists:

- **Tony Peluso,**
Assistant Director, International Accounts and Trade Division, at Statistics Canada
- **Carlos Vazquez,**
Minister for Agricultural Affairs, Embassy of Mexico
- **Dale Kelly,**
Chief, International Trade Management Division U.S. Census
- **Douglas Stearn,**
Director, Office of Enforcement and Import Operations, FDA
- **Kevin Harriger,**
Executive Director, Agriculture Programs and Trade Liaison, Office of Field Operations, CBP
- **Mike Gregoire,**
Associate Administrator, Animal and Plant Health Inspection Service APHIS

► BREAKOUT SESSIONS MULTIPLE ROOMS

You will be able to attend 3 of the 4 breakout sessions listed below or in place of one of your breakout sessions, you can attend the Centers of Excellence and Expertise roundtable discussion. The Centers of Excellence and Expertise roundtable discussion will run congruently to each of the breakout sessions and will be available on a first come first serve basis.

11:15 AM – 12:30 PM

► BREAKOUT SESSIONS MULTIPLE ROOMS

12:30 PM – 1:45 PM

► LUNCHEON KEYNOTE ADDRESS

- **Kevin McAleenan,**
Deputy Commissioner, CBP

1:45 PM – 2:00 PM

► BREAK/EXHIBITS REGENCY FOYER

2:00 PM – 3:15 PM

► BREAKOUT SESSIONS MULTIPLE ROOMS

3:15PM – 3:30 PM

► BREAK/EXHIBITS REGENCY FOYER

3:30 PM – 4:45 PM

► BREAKOUT SESSIONS MULTIPLE ROOMS

► BREAKOUT SESSIONS

► ACE ROOM: Potomac 1-2

A strategic look at ACE and how it aids the government in fulfilling coordinated border management, security and trade facilitation.

» Moderator:

- **Steven Graham,**
International Trade Liaison, Office of Trade Relations, Office of the Commissioner, CBP

» Panelists:

- **Jeffrey Nii,**
Acting Executive Director, Trade Policy and Programs, Office of Trade, CBP.
- **Josephine Baiaomonte,**
Director, Business Transformation, Office of Trade, CBP
- **Mary Jo Muoio,**
LCB, CCS, Senior Vice President, GEODIS USA
- **Randy Mitchell,**
Director, Commercial Operations and Entry Division, Office of Trade, Trade

Policy and Programs, CBP

- **Stuart D. Schmidt,**
Manager, Trade Compliance, UPS

► TRADE ENFORCEMENT Potomac 3-4

During this breakout session CBP, Immigration and Customs Enforcement, Department of Labor, and industry will discuss forced labor, e-allegations regarding anti-dumping and countervailing duty evasions, and other trade enforcement issues.

► THE TRADE ENFORCEMENT BREAKOUT SESSIONS WILL BE BROKEN INTO:

- 1st Session: Anti-Dumping and ENFORCE Act Investigations
- 2nd Session: Forced Labor
- 3rd Session: Anti-Dumping and ENFORCE Act Investigations

» Moderator:

- **Troy Riley,**
Executive Director, Commercial Targeting & Enforcement, Office of Trade, CBP

» Panelists:

- **Alexander Amdur,**
Director of AD/CVD, Office of Trade, CBP
- **Austin Pedersen,**
Senior Coordinator for Policy and Research, Department of Labor
- **Carrie Owens,**
Acting Director of Operations, EAPA and E-Allegations, Office of Trade, CBP
- **Jerry Malmo,**
Director, Commercial Enforcement Division, Office of Trade, CBP
- **Jesse Eaves,**
Director of Policy and Government Relations, Humanity United
- **Ken Kennedy,**
Senior Policy Advisor, Immigration and Customs and Enforcement
- **Lisa Gelsomino,**
President/CEO, Avalon Risk Management



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► ECOMMERCE

Potomac 5-6

E-commerce is growing at a fast pace, and the opportunities are endless. The technological advancements in marketing, online financial exchanges, and business sales are key to this growth. During this panel, CBP and Trade will discuss the facilitation, flow, and future of e-commerce.

» Moderator:

- **Shaun Keller,**
Branch Chief, E-Commerce and Small Business, Office of Trade, CBP

» Panelists:

- **Eugene Laney Jr.,**
Head of International Trade Affairs, DHL Express USA
- **John Bescec,**
Trade Director, Americas Region, Microsoft Canada Inc.
- **Margaret Giles,**
Acting Director, Office of Trade, DHS Office of Policy

► EXPORTS

PRESIDENTS QUARTERS

Reinventing exports with the Single Window, how modernizing the export process will create a more streamlined supply chain. How will post departure filing evolve to fit into this new paradigm?

» Moderator:

- **Julie Ann Parks,**
Director, Global Trade Organization, Global Business Services – Finance, Raytheon Company

» Panelists:

- **Bill Delansky,**
Director, Exports and Manifest, Cargo Control and Release, Office of Trade, CBP

- **Gerry Horner,**
Director, Office of Technology Evaluation, Bureau of Industry and Security
- **Heidi Bray,**
Manager, US Customs Compliance, Fiat Chrysler Automobiles
- **Jim Swanson,**
Director, Cargo Security and Controls, Cargo and Conveyance Security, Office of Field Operations, CBP

New!

► CENTERS OF EXCELLENCE AND EXPERTISE ROUNDTABLES WASHINGTON BALLROOM

The Centers of Excellence and Expertise (Centers) will conduct interactive discussions with participants through an individual round-table style format. The Centers will spend time at each table hosting conversations focusing on one of the CBP trade priorities, such as enforcement, strategic trade processing, industry collaboration, efficiencies gained and account based principles. This is an opportunity to have an up-close and personal discussion around the mission and operational focus of the Centers.

» Panelists:

CBP's 10 CENTERS OF EXCELLENCE AND EXPERTISE

- **Africa Bell,**
Center Director, Base Metals, CBP
- **Ann Marie Paul,**
Center Director, Industrial & Manufacturing Materials, CBP

- **Armando Taboada,**
Center Director, Machinery, CBP
- **David McGurk,**
Center Director, Petroleum Natural Gas & Minerals, CBP
- **Dina Amato,**
Center Director, Agriculture and Prepared Products, CBP
- **Don Yando,**
Center Director, Consumer Products & Mass Merchandising, CBP
- **Elva Muneton,**
Center Director, Electronics, CBP
- **Eric Batt,**
Center Director Apparel, Footwear & Textiles, CBP
- **JoAnne Colonnello,**
Center Director, Pharmaceuticals, Health & Chemicals, CBP
- **Lisa Wallace,**
Center Director, Automotive & Aerospace, CBP

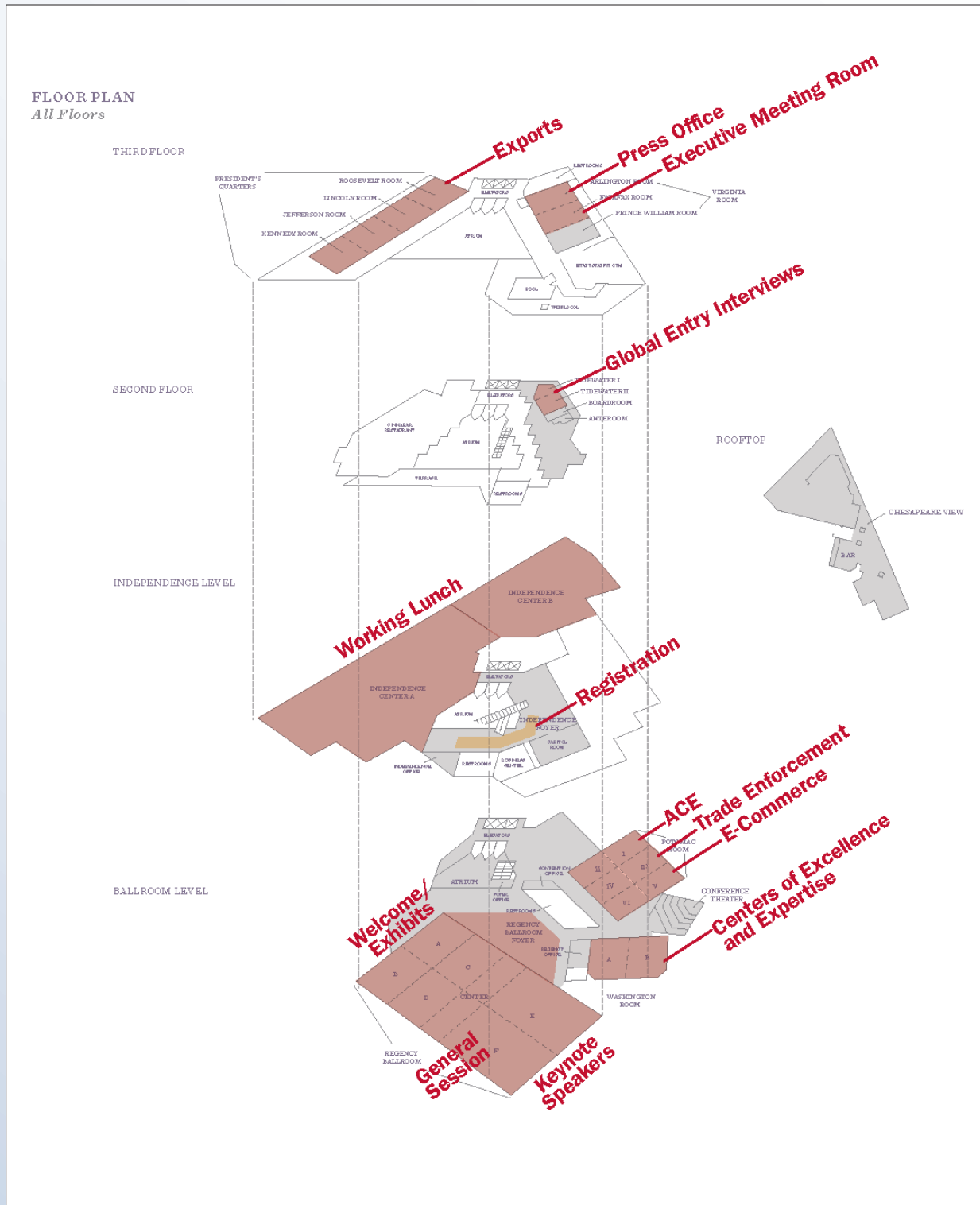


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